

A rustic interior scene featuring a wooden table with vases of flowers, a wooden chair, and a large painting of a horse's head on an easel.

# HOUSE & GARDEN

UK Media Kit

**1H 2023**

CONDÉ NAST



# HOUSE & GARDEN

As well as being the absolute authority on beautiful homes and gardens, House & Garden expertly curates the luxury agenda across travel, wine & food, lifestyle and shopping, all supporting our ethos of a 'life well-lived'.

Across digital touch points, we are reaching a unique audience across the site, our social platforms including Facebook, Instagram, Twitter and Pinterest, Youtube and e-marketing.

Where House & Garden leads, other home interest titles follow.

9.3M  
TOTAL REACH

303K  
READERSHIP

7.8M  
SOCIAL FOLLOWERS

1.1M  
DIGITAL UNIQUES

£135K  
AVERAGE HHI

55%  
ABC1

51  
AVERAGE AGE

90%  
CONSIDER HOME AN  
ASSET TO INVEST IN

Sources: PAMCo 1, 2021; Shareablee Oct 2022; TGI October 2022; Conde Nast Luxury Survey 2021; Conde Nast Home Interest Survey 2020; Google Analytics (monthly average Aug-Oct 22)

CONDÉ NAST



# HOUSE & GARDEN

## BRAND HIGHLIGHTS

Highlights for 2023 include a special travel focus, Destinations, in our January issue. April is The City Issue and is followed by The Country Issue in May. The biggest moment for us is The British Talent Issue (working title) in June, which features our Top 100 interior designers, Top 50 garden designers and Rising Stars List. It's a first to have all three lists in one issue, making this an exciting moment for us to be marking talent in this way. In July there is the annual Kitchen & Bathroom standalone supplement.

**SOCIAL GROWTH** House & Garden's Instagram account has hit the milestone of 1 million Instagram followers, whilst the number of global users on houseandgarden.co.uk has also surpassed the 1 million mark.

**THE LIST** This online directory has established itself as an essential resource for anybody doing up their house or garden. It features a community of over 700 trade members and interior designers. Its dedicated website sits alongside the House & Garden website and profiles members with images and company details. It has a highly engaged social media following of 150,000 Instagram followers.

**THE CALICO CLUB** House & Garden launched The Calico Club, a community for the devotees of art, interiors, gardens, design and food. Members enjoy considered, intelligent and lively events that promise thoughtful conversations, glimpses behind closed doors and plenty of opportunities to hone your eye and learn from the most talented people in their field.



# HOUSE & GARDEN

## PRODUCTION SCHEDULE

ON SALE DATE COPY DEADLINE INSERTS DUE

### FEBRUARY 2023

5 JAN 23 2 DEC 22 9 DEC 22

### MARCH 2023

2 FEB 23 6 JAN 23 13 JAN 23

### APRIL 2023

2 MAR 23 3 FEB 23 10 FEB 23

### MAY 2023

30 MAR 23 3 MAR 23 10 MAR 23

### JUNE 2023

4 MAY 23 4 APR 23 13 APR 23

### JULY 2023

1 JUN 23 4 MAY 23 11 MAY 23

### AUGUST 2023

6 JUL 23 9 JUN 23 16 JUN 23

### SEPTEMBER 2023

3 AUG 23 7 JUL 23 14 JUL 23

### OCTOBER 2023

31 AUG 23 3 AUG 23 10 AUG 23

### NOVEMBER 2023

29 SEP 23 1 SEP 23 8 SEP 23

### DECEMBER 2023

2 NOV 23 6 OCT 23 13 OCT 23

### JANUARY 2024

30 NOV 23 3 NOV 23 10 NOV 23



# HOUSE & GARDEN

## PRINT, DIGITAL AND WEB RATE CARD

### PRINT RATE CARD

SIZE/POSITION	RATE (£)
Page run of paper	24,251
Facing matter	28,828
Half page specified	15,851
Half page run of paper	13,925
Quarter page, specified	8,936
Quarter page, run of paper	7,669
Inside front cover	66,390
Inside back cover	31,879
Outside back cover	38,542
DPS solus specified	55,329
DPS	48,501

### DIGITAL RATE CARD

SIZE/POSITION		RATE (£)
Billboard	970x250	30-38 CPM
Doublesky	300x600	30-38CPM
Leaderboard	728x90	10-13 CPM
MPU	300x250	18-23 CPM

### WEB RATE CARD

SIZE/POSITION	
Sponsored homepage takeover	3,950/week
Houses section	22,000/week
Decoration section	24,000/week
Gardens section	3,000/week
Recipes section	4,700/week
Travel section	9,000/week
Apple News	1,980/month
Native article	from 10,500
Social media packages	from 5,000

### EMAIL

Solus email	150 CPM
Sponsored newsletter	30 CPM

### CONTACT

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